CLAIMS

We claim:

1.   An apparatus, comprising:

one or more video server components that play one or more videos at one or more

5   mobile phones while one or more phone calls associated with the one or more mobile

phones are on hold.

2.   The apparatus of claim 1, wherein the one or more video server

components that play the one or more videos at the one or more mobile phones comprise

a video server component that plays a video for a mobile phone;

10   wherein the video server component sends a query message to the mobile phone

for permission to send the video to the mobile phone.

3.   The apparatus of claim 2, wherein the query message comprises an

internet protocol address for connection to the video, wherein the mobile phone replies to

the video server component with permission to play the video, wherein the video server

15   component connects the mobile phone with the internet protocol address to play the video

at the mobile phone.

4.   The apparatus of claim 2, wherein the video comprises a first video, wherein the internet protocol address comprises a first internet protocol address;

wherein the query message comprises a choice between the first video and a second video, wherein the first video is stored at the first internet protocol address and the

5   second video is stored at a second internet protocol address;

wherein a user of the mobile phone employs the mobile phone to reply to the choice with a selection of the first video or the second video, wherein the mobile phone sends the selection to the video server component;

wherein the video server component employs the selection to connect the mobile

10   phone to the first internet protocol address for the first video or the second internet protocol address for the second video.

5.   The apparatus of claim 1, further comprising an interactive server component;

wherein the one or more video server components that play the one or more

15   videos at the one or more mobile phones while the one or more phone calls associated with the one or more mobile phones are on hold comprise a video server component that plays a video for a mobile phone while a phone call associated with the mobile phone is on hold;

wherein the interactive server component connects with the phone call associated

20   with the mobile phone through a voice network component;

wherein the interactive server component places the phone call associated with the mobile phone on hold.

6.   The apparatus of claim 5, wherein the interactive server component requests user information from a user of the mobile phone;

wherein upon a receipt of the user information from the mobile phone, the interactive server component searches a database with the user information to make a determination of one or more user preferences of the user of the mobile phone;

wherein the interactive server component passes the one or more user preferences to the video server component.

7.   The apparatus of claim 6, wherein the video server component employs one or more of the one or more user preferences to determine which video of a plurality of videos to play at the mobile phone.

8.   The apparatus of claim 5, wherein the phone call associated with the mobile phone comprises user information, wherein the interactive server component searches a database with the user information to make a determination of one or more user preferences of a user of the mobile phone;

wherein the interactive server component passes the one or more user preferences to the video server component.

9.   The apparatus of claim 8, wherein the video server component employs one or more of the one or more user preferences to determine which video of a plurality of videos to play at the mobile phone.

10.   The apparatus of claim 5, wherein the video server component or the interactive server component sends a query message to the mobile phone for permission to play the video at the mobile phone.

11.   The apparatus of claim 10, wherein the query message comprises an

5   internet protocol address for connection to the video;

wherein the mobile phone replies to the video server component or the interactive server component with permission to play the video, wherein the video server component connects the mobile phone to the video at the internet protocol address through a data network.

10   12.   The apparatus of claim 10, wherein a voice over internet protocol network comprises the voice network component and a data network, wherein the query message comprises an internet protocol address for connection to the video;

wherein the mobile phone replies to the video server component or the interactive server component with permission to play the video, wherein the video server component

15   connects the mobile phone to the video at the internet protocol address through the voice over internet protocol network.

13.   The apparatus of claim 5, wherein the interactive server component notifies the video server component to stop playing the video at the mobile phone, wherein the interactive voice server component takes the phone call associated with the

20   mobile phone off hold.

14.   A method, comprising the step of:

instructing one or more video server components to play one or more videos at the one or more mobile phones while one or more phone calls associated with the one or more mobile phones are on hold.

5   15.   The method of claim 14, wherein the one or more video server components that play the one or more videos at the one or more mobile phones comprise a video server component that plays a video at a mobile phone while a phone call associated with the mobile phone is on hold;

wherein the step of instructing the one or more video server components to play 10   the one or more videos at the one or more mobile phones while the one or more phone calls associated with the one or more mobile phones are on hold comprises the step of:

sending a query message to the mobile phone for permission to play the video at the mobile phone.

16.   The method of claim 15, wherein the one or more videos comprise a first video and a second video, wherein the query message comprises a choice between the first video and the second video, wherein the first video is stored at a first internet protocol address and the second video is stored at a second internet protocol address;

5   wherein the step of sending the query message to the mobile phone for permission to play the video at the mobile phone comprises the steps of:

receiving a reply from a user of the mobile phone with a selection of the first video or the second video; and

employing the selection of the first video or the second video to connect the

10   mobile phone to the first internet protocol address for the first video or the second internet protocol address for the for the second video.

17.   The method of claim 14, wherein the one or more video server components that play the one or more videos at the one or more mobile phones comprise a video server component that plays a video at a mobile phone while a phone call

15   associated with the mobile phone is on hold;

wherein the step of instructing the one or more video server components to play the one or more videos at the one or more mobile phones while the one or more phone calls associated with the one or more mobile phones are on hold comprises the steps of:

obtaining user information of a user of the mobile phone from the phone call

20   associated with the mobile phone; and

searching a database with the user information of the user of the mobile phone to determine one or more user preferences of the user of the mobile phone.

18.   The method of claim 17, wherein the step of searching the database with the user information of the user of the mobile phone to determine the one or more user preferences of the user of the mobile phone comprises the step of:

employing one or more of the one or more user preferences to determine which
5   video of a plurality of videos to play at the mobile phone.

19.   The method of claim 14, further comprising the steps of:

ending a transmission of one or more of the one or more videos at one or more of the one or more mobile phones; and

taking one or more of the one or more phone calls associated with the one or more
10   of the one or more mobile phones off hold.

20.   An article, comprising:

one or more computer-readable signal-bearing media; and

means in the one or more media for instructing one or more video server components to play one or more videos at the one or more mobile phones while one or

5   more phone calls associated with the one or more mobile phones are on hold.

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